Factor Influencing Trust and Repurchase Intention on Online Shopping Platform: A Case Study on Generation Y in Thailand

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Abstract

This study seeks to evaluate the factor that influence trust and repurchase intention of online shopping platforms among Generation Y customers in Thailand, measured by responsiveness, perceived usefulness, enjoyment, customer satisfaction, and perceived value. This research has applied a quantitative method and multiple sampling techniques to collect a total number of 500 responses from Generation Y users who lived in Thailand and prefer shopping through online shopping platforms. The index of item-objective congruence (IOC), pilot test, confirmatory factor analysis (CFA), and structural equation model (SEM) were implemented to analyze the data and test the overall model along with the proposed research hypotheses. The results revealed that trust on online shopping platform was contributed by responsiveness and repurchase intention was positively influenced by all measurement factors, where enjoyment, customer satisfaction, and perceived value have the strongest influence. Hence, the visual and functionalities of online shopping platform should be simple, appealing, enjoyable, and useful with prompt response and quality product and services to enable customers to browse and purchase according to their needs. This would consequently induce Generation Y customers' trust and repurchase intention on the same online shopping platform.

Keywords : Trust, Repurchase Intention, Online Shopping Platform, Generation Y

Introduction

The Internet has evolved and become a necessary component that took part in people's daily life. Their habits have gradually transitioned from offline to online activities, such as online

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information seeking, online communications through instant messaging and social media platforms, as well as performing online shopping or other financial transactions. The world's population is approximately at seven billion people, according to Kemp (2021), while the number of internet users has expanded to almost five billion or a 7.3 percent rise since very first month in 2020. The evolvement of Internet has influences almost every part of the world, especially during the pandemic of Covid-19 including Thailand. The number of Thai internet users have increased by 91.6 percent or from 26 million to 50 million, throughout the five-year period between 2013 and 2020 (Office of The National Broadcasting and Telecommunications Commission (NBTC), 2021). Kemp (2021) has discovered that 83.6 percent of Thai internet users had made online purchases, greater than the worldwide average of 76.8 percent and the world's third-highest rate, after Indonesia and the United Kingdom. According to World Population Review (2021), Generation Y is the majority population of Thailand, in which more than 70 percent of them tends to shop online (Electronic Transactions Development Agency (ETDA), 2020).

Online shopping is a kind of electronic commerce (e-commerce) that enables customers to directly purchase products or services from a vendor over the Internet by using a web browser or mobile application (Daniela, 2021). As internet access and adoption rate increase globally, the number of virtual shoppers also grows year after year. In 2020, over a billion people bought goods or services online, resulted to annual e-retail income over four trillion U.S. dollars worldwide and expected to reach 4.89 trillion U.S. dollars in the coming years (Farber, 2016; Le & Liaw, 2017).

This particularly true among Generation Y whose born between 1980 and 2000 or also known as Gen Y, the millennium generation (Zemke, Raines, & Filipczak, 2000). Gen Y is the world's most significant generation as the majority of its members use the Internet to satisfy their requirements, and also the largest group of individuals who make use of the Internet as a source for purchasing (Muda et al., 2016). According to World Population Review (2021), Thailand's population of 70.01 million people in 2021 consists of millennium generation by 18.84 million. Also, 72.9 percent of almost half a hundred million internet users is Gen Y who prefers online shopping (ETDA, 2020; Statista, 2021).

It is thought that the success of online merchants is influenced not only by the essential qualities of items and services marketed in the market but also by the method of client retention (Y. E. Kim & Y. K. Kim, 2004). Furthermore, considering the asymmetry, lack of control, and possible opportunism of online transactions, customers place a premium on trust to mitigate the inherent risks and uncertainties of making purchases over the web (Bao et al., 2016). Therefore,

understanding customers trust and repurchase intention became critical for academics, marketers, and developers of platform (Kumar & Anjaly, 2017). This research explores trust and repurchase behaviors of Gen Y customers by concentrating on the factors that influence behavioral intention to their trust and repurchase using the top three online shopping platforms among millennium in Thailand. Since this topic has never been investigated in this geographical area, the researcher used Thais millennium setting as a sample to close the trust and repurchase intention gap.

Objectives

1. To determine the influence of responsiveness on trust of online shopping platforms among generation Y consumers in Thailand.

2. To determine the influence of perceived usefulness, trust, enjoyment, customer satisfaction and perceived value on repurchase intention of online shopping platforms among generation Y consumers in Thailand.

Literature Review

Responsiveness (RES)

According to Parasuraman et al. (1988), responsiveness refers to the willingness and promptness of e-retailers in helping or servicing their customers. Kim et al. (2015) concluded that since responsiveness mirrors client's impression on the retailers' ability to react and resolve client needs, it is likewise expected to form trust. Zhang at al. (2023) pointed out that trust partly depends on interaction experience, for instance, prompt reaction from service provider, ease of use online shopping sites, usability or item quality affirmation. According to Choi and Mai (2018), since there is no face to face interaction on e-commerce platform, the web business service quality become much more important. High service quality (responsiveness) would result in a higher level of customer loyalty (trust) (Omar et al., 2021). From previous studies, hypothesis was developed as follows:

H1: Responsiveness has significant influence on trust.

Trust (TR)

One definition of trust is "the accumulation of unshakeable beliefs about another party's compassion, ability, and honesty (Omotayo & Omotope, 2018). Mostafavi and Moghadam (2016) argued that internet and e-commerce trust determine consumer perceived usefulness. Trust is an indicator of customers' perceived usefulness in a site since it enhances purchasing comfort and

minimizes the notion that an e-retailers will engage in damaging and innovative actions (Chanthasaksathian & Nuangiamnong, 2021). According to Mendoza (2021), buyers' trust in the web and the web-based seller affects web-based businesses' perceived usefulness.

Trust plays a deciding job in internet shopping as it assures the security and credibility of the e-retailers. Therefore, trust is one of the fundamental factors in online purchasing decision of customers (Zhu et al., 2020). Consumers are unlikely to be engaged with e-retailers who are absence of trust or unable to demonstrate trustworthiness (Bao et al., 2016). In other words, level of trust determines the probability of customers' repurchase behavior (Das, 2016; Kitjaroenchai, 2018). After reviewed previous studies, the researcher makes the following hypotheses:

H2: Trust has significant influence on perceived usefulness.

H4: Trust has significant influence on repurchase intention.

Perceived Usefulness (PU)

Perceived usefulness is the subjective chance that using technology would improve a consumer's capability to carry out a certain task (Kahar et al., 2019). In the context of online shopping, perceived usefulness describes the simple utilization of innovation which lead customers to their impression of usefulness and re-purchase intention, for instance, easy to navigate the sites, seek for product information, and transact online payment (Li, 2016). Dutta (2016) stated that customers who have successfully purchase goods or services online tend to repeat their purchase. Likewise, ease of use, aesthetics and user-friendliness of site would influence customers' purchase intention and recurring usage for repetitive purchase (Ali, 2016). Therefore, the hypothesis was developed as:

H3: Perceived usefulness has significant influence on repurchase intention.

Enjoyment (ENJ)

Bulsara and Vaghela (2020) define enjoyment as the degree to which a person believes that making a purchase would provide reinforcement, in addition to the motives and consequences linked with the online channel. Kazancoglu and Demir (2021) investigated enjoyment as it helps build favorable purchase experience and customer commitment to retain online purchase intention. Enjoyment defines the extent of pleasure earned from using online sites and online purchasing process. Consumers are likely to make purchase on the site if the purchasing enjoyable (Punuindoong & Syah, 2020). Experience on customers' perceived enjoyment has significant impacts on their intention to purchase or continue to purchase with

the same e-retailers in the future (Kitjaroenchai, 2018; Murhadi et al., 2021). Hence, from the previous studies, the following hypothesis is matured:

H5: Enjoyment has significant influence on repurchase intention.

Customer Satisfaction (CSAT)

Customer satisfaction can be understood as an overall attitude that customers have toward a provider of products or services from their wants or needs fulfilment (Hansemark & Albinsson, 2004). Elbeltagi and Agag (2016) and Vijai et al. (2020) held the opinion that a customer's willingness to purchase from the same e-retailer is highly dependable on their level of satisfaction. Satisfied customers are more likely to repeat their purchase, while dissatisfied customers are more likely switch retailer. Favorable purchase experience could also lead to customer satisfaction that determine the likelihood of repurchase intention (Singh & Söderlund, 2020). Similarly, customer satisfaction is the past purchase experience that influences their future repurchase intention (Chiu & Cho, 2021). The hypothesis was therefore proposed as follow:

H6: Customer satisfaction has significant influence on repurchase intention.

Perceived Value (PV)

Perceived value is the amount of pleasure that is attained by striking a balance between the item's quality to its value (Sweeney et al., 1999). Pham et al. (2008) argued consumers perceive value as a significant element in selecting the retail for online purchase. In the event that the purchase has offered an undeniable degree of value, it would further increases the likelihood of customers' repetitive purchase (Ketwan, 2017). Also, customers would tend to purchase on certain online shopping platform that offers a worthwhile value (Ali & Bhasin, 2019). Consumers tend to show a higher degree of purchase intentIon when they have a higher level of confidence on values to be earned (Huang & Chang, 2019). Hence, it is highly predictable that perceived value has strong correlation with online repurchase intention (Musa, 2018). Therefore, the last hypothesis is proposed as follow:

H7: Perceived value has significant influence on repurchase intention.

Repurchase Intention (RPI)

Repurchase intention in e-commerce refers to a customer's desire to make future purchases from a previously visited online retailers (Phuong & Dai Trang, 2018; Wijaya & Farida, 2018). After purchased, the customers will evaluate their experience with the seller and decide whether to revisit and continue purchases (Yolanda & Putri, 2021). Positive consumer experience

after a successful purchased led to repurchase intention (Kim et al., 2012). Suhaily and Soelasih (2017), and Zhou, Lu, and Wang (2009) indicated that repurchase intention refers to consumers who are interested in making an online purchase, decided to continue their purchase, and willing to recommend the e-retailers. In this context, repurchase intention refers to the desire to buy products or services again through the same online shopping platform.

Research Methods and Materials

Research Framework

The research framework is mainly constructed from three previous literatures and theories, including the theory of planned behavior (TPB), the technology acceptance model (TAM), the electronic service quality (E-SQ), the valence framework, and the expectation confirmation theory (ECT). The first study authored by Chiu et al. (2009) has studied determinants of customers repurchase expectation in online shopping using TAM, trust and E-SQ. Second study of Lin and Lekhawipat (2014) contended factor influencing online repurchase intention. The third study explicated the international buyers repurchase intention in an online cross-border e-commerce platform using a valence theory (Mou et al., 2020). These previous literatures have formulated to 7 variables in the research framework presented in figure 1, namely, responsiveness (RES), trust (TR), perceived usefulness (PU), enjoyment (ENJ), customer satisfaction (CSAT), perceived value (PV), and repurchase intention (RPI).

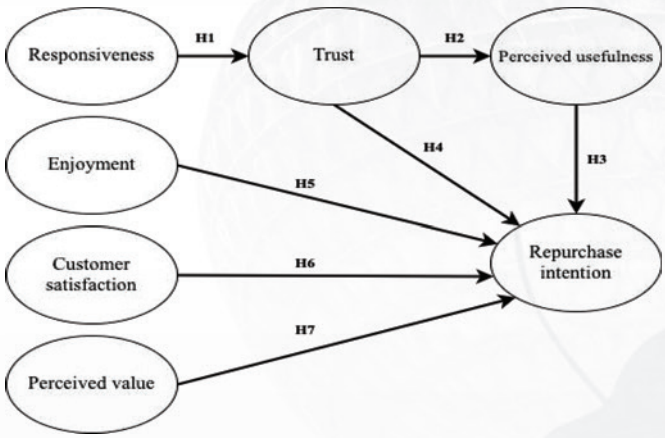

Figure 1 Research Framework

Methodology

This research utilized a quantitative technique, and the primary data was gathered from target population by using online questionnaires. The questionnaire developed consist of three parts: screening questions, measurement of factors studied using a Likert scale with five points ranging from 1 (strongly disagree) to 5 (strongly agree), and demographic questions. Before disseminated and collected questionnaires from target population, the index of item-objective congruence (IOC) was rated by three specialists and Cronbach's Alpha method was conducted with a pilot test from 30 respondents to verify the content validity and reliability. To validate the statistical results of confirmatory factor analysis (CFA) and structural equation modeling (SEM), a total of 500 valid questionnaires were evaluated using SPSS and AMOS.

Target Population and Sample Size

The target population is Generation Y who live in Thailand and has purchased product or service through top three online shopping platforms. Generation Y, or those who were born between 1981 and 2000 (age between 21-41), has a fast progress in information and communication technology and is the majority of online shoppers in Thailand (ETDA, 2020; Statista, 2021). This research also focused primarily on the top three online shopping platforms among millennium based on their estimated monthly visits, which are Shopee (orange), Lazada (blue), and JD central (red), respectively (Iprice, 2021). Sample size was determined based on 7 latent variables and 28 observed variables with the probability level of 0.05. The minimal sample size according to A-priori Sample Size Calculator for SEM was 425 respondents and the researcher has acquired 500 valid data sets to meet the minimum criterion (Soper, 2022).

Sampling Procedures

In this study, purposive sampling, quota sampling, and convenience sampling were applied to choose the samples and distributed the questionnaires to the target population. Firstly, purposive sampling was applied to select respondents age between 21 and 41-year-old, live in Thailand and experienced with top-three online shopping platforms. Secondly, quota sampling was used to guarantee that the samples chosen share the same characteristics as the population (Jackson, 2006) by assigning sample to each online shopping platform, equivalent to the total sample size of 500 respondents as showed in table 1. Lastly, convenience sampling was applied to distribute online questionnaires via google form.

Table 1 Number of sample distributed to each online shopping platform

Platform	Estimated Monthly Visit (Million)	Percentage Allocation (%)	Proportional Sample Size
Orange	20.42	51	255
Blue	12.64	32	160
Red	7.20	17	85
Total	**40.26**	**100**	**500**

Source : Iprice. (2021). E-commerce war in Thailand. https://ipricethailand.com/insights/Mapofecommerce

Results

Demographic Information

From the 500 valid data sets, 28.6% of respondents were male and 71.4% were female. Most respondents have age range between 21 to 26 at 49.4%, possessed a bachelor's degree at 74.6%, and earned income between 15,001–20,000 baht at 38.4%. Respondents mainly preferred to shop less than 3 times per month at 63% via orange at 51.8%, blue at 30.6%, then red at 16%.

Confirmatory Factor Analysis (CFA)

CFA or measurement model examines the relationship between observed and latent variables (Brown, 2015) and confirm the convergent and discriminant validity. Convergent validity is assured in table 2 as values of Cronbach's Alpha exceeded 0.70 (Tavakol & Dennick, 2011), factor loadings and average variance extracted exceeded 0.5, and composite reliability exceeded 0.7 (O'Rourke & Hatcher, 2014). Discriminant validity is also assured in table 3 as the square root value of each AVE is larger than the correlations of the constructs (Fornell & Larcker, 1981).

Table 2 Confirmatory Factor Analysis Results

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
RES	Chiu et al. (2009)	3	0.804	0.661-0.831	0.810	0.590
TR	Trivedi and Yadav (2020)	4	0.868	0.758-0.826	0.869	0.623
PU	Larasetiati and Ali (2019)	5	0.810	0.631-0.706	0.811	0.462
ENJ	Ali (2016)	4	0.769	0.611-0.727	0.766	0.451
CSAT	Lin and Lekhawipat (2014)	4	0.827	0.708-0.761	0.827	0.545
PV	Mou et al. (2020)	4	0.835	0.679-0.806	0.833	0.556
RPI	Sullivan and Kim (2018)	4	0.779	0.593-0.757	0.781	0.473

Note : Composite Reliability (CR); and Average Variance Extracted (AVE)

Table 3 Discriminant Validity Output

Variable	RES	TR	PU	ENJ	CSAT	PV	RPI
RES	**0.768**						
TR	0.262	**0.789**					
PU	0.038	0.102	**0.679**				
ENJ	0.012	0.172	0.135	**0.671**			
CSAT	-0.031	0.111	0.082	0.165	**0.738**		
PV	-0.012	0.071	0.032	0.195	0.073	**0.745**	
RPI	0.048	0.239	0.206	0.349	0.334	0.275	**0.687**

Note : The diagonally listed value is the AVE square roots of the variables

Structural Equation Model (SEM)

SEM is defined as a techniques using the hypothesized underlying conceptual framework to measure model fitness (Kaplan, 2009). Table 4 presents the statistical value of the model's fitness after modification in comparison to the suggested thresholds, where CMIN/df = 2.880; GFI = 0.868; AGFI = 0.843; TLI = 0.871; NFI = 0.834; CFI = 0.884; RMSEA = 0.061. All 7 indicators were within the value of acceptability, demonstrating a satisfactory fit to the structural model.

Table 4 Goodness of Fit for Structural Equation Model (SEM)

Fit Index	Recommended Value and Source	Statistical Value
CMIN/df	<5.00 (Awang, 2012; Al- Mamary & Shamsuddin, 2015)	2.880
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.868
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.843
TLI	≥ 0.80 (Sharma, Verma, & Pathare, 2005)	0.871
NFI	≥ 0.80 (Wu & Wang, 2006)	0.834
CFI	≥ 0.80 (Bentler, 1990)	0.884
RMSEA	< 0.08 (Pedroso et al., 2016)	0.061

Note : CMIN/df = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, TLI = Tucker Lewis index, NFI = normalized fit index, CFI = comparative fit index, RMSEA = root mean square error of approximation

Research Hypothesis Testing Result

Based on the regression weights and standardization of the regression weights, the results in table 5 and figure 2 revealed that all 7 hypotheses were supported. Enjoyment had the greatest influence on repurchase intention, then customer satisfaction and perceived value.

Table 5 Hypothesis Testing Result

Hypothesis	Standardized Estimate (β)	t-Value	p-Value	Result
H1: RES ⟶ TR	0.237	3.969	***	Supported
H2: TR ⟶ PU	0.122	2.322	0.020	Supported
H3: PU ⟶ RPI	0.177	3.422	***	Supported
H4: TR ⟶ RPI	0.207	4.166	***	Supported
H5: ENJ ⟶ RPI	0.310	5.639	***	Supported
H6:CSAT ⟶ RPI	0.307	5.834	***	Supported
H7: PV ⟶ RPI	0.281	5.456	***	Supported

Note : ***= p < 0.01

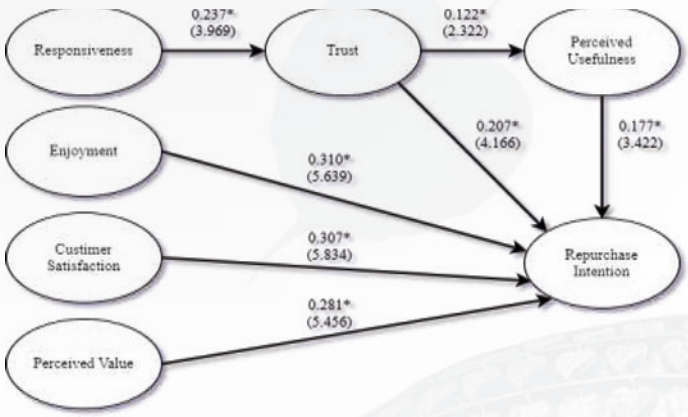

Figure 2 Revised Research Framework

Note: Solid line reports the Standardized Coefficient with * as p<0.05, and t-value in Parentheses; Dash line reports Not Significant.

Discussion

Since all hypotheses were supported research conceptual framework that combines E-SQ, TPB, TAM, ECT, and valence framework theories is testified.

H1 was supported that RE has a significant influence on TR (B= 0.237, t-value = 3.969). This implies that quick services and assistance from online shopping platform will demonstrate their dependability, resulting in consumers' trust. The result was consistent with the studies of Kim et al. (2015), Omar et al. (2021), and Zhang et al. (2023), and supported the theory of E-SQ.

H2 was supported that TR has a significant influence on PU (B= 0.122, t-value = 2.322), and the result was aligned with papers by Mendoza (2021), Setyorini and Nugraha (2017), and Zhu

et al. (2020), and the theory of TPB. Customers believed that by making a purchase with the creditable and dependable online shopping platform would increases their transaction's performance and benefits.

H3 was supported that PU has a significant influence on RPI (B= 0.177, t-value = 3.422). This implies that customers are more likely to repeat their purchase if such purchase was accomplished and perceived to be useful. The finding was adhered to valence framework and the studies conducted by Chanthasaksathian and Nuangiamnong (2021), Li (2016), and Setyorini and Nugraha (2017).

In H4, TR significantly and positively influence RPI (B= 0.207, t-value = 4.166). It shows that building trust is necessary for online shopping business as it reduces risk in online transaction and directly impact the customers intention to continue their purchase with the same online shopping platform. This relationship was also proven from the studies of Bao et al. (2016), Kitjaroenchai (2018), and Zhu et al. (2020), and consistent with TAM theory.

In H5, ENJ has a significant influence on RPI (B= 0.310, t-value = 5.639). This finding revealed that pleasure and happiness received from flow experience in online shopping platform positively influence customer's likelihood of repetitive purchase. The finding was consistent with TAM theory and research of Bölen and Özen (2020), Kazancoglu and Demir (2021), and Murhadi et al. (2021).

The result of H6 has supported the significant influence of CSAT on RPI (B= 0.307, t-value = 5.834). It demonstrated that online buyers who are satisfied or had positive purchase experience it motivates them to revisit and continue the purchase with the same online shopping platform. Positive experience could be derived from quality of product, service, information and assistance from the providers. The finding proven the theory of ECT and view of Johan et al. (2020), Park and Thangam (2019), Suhaily and Soelasih (2017).

H7 was supported that PV significantly and positively influence RPI (B= 0.281, t-value = 5.456). It indicated that the positive gap between price paid, and value received enhances the tendency for customers to repurchase, whereas negative gap would diminish their repurchase tendency. This finding supports the research conducted by Ali and Bhasin (2019), Huang and Chang (2019), and Rahmayanti and Wandebori (2018).

Conclusions

This study studied the elements that may influence generation Y consumers' trust and repurchase intention on online shopping platforms in Thailand. This study's target demographic

consisted of Gen Y customers (ages 21 to 41) residing in Thailand. The study applied the theory of planned behavior (TPB), technology acceptance model (TAM), electronic service quality (E-SQ), valence framework, and expectation confirmation theory (ECT). Seven hypotheses with seven factors, namely responsiveness, trust, perceived usefulness, enjoyment, customer satisfaction, perceived value, and repurchase intention, have been investigated. The researcher has applied a quantitative method and obtained 500 sets of valid questionnaire data, which were all examined using CFA and SEM. The overall results have showed that all hypotheses were supported. Enjoyment had the strongest influence on Gen Y's repurchase intention on online shopping platforms, followed by customer satisfaction, perceived value, trust, and perceived usefulness. Trust influences Gen Y's repurchase intention both directly and indirectly through perceived usefulness and trust was statistically proven to be driven by responsiveness of online shopping platform. Therefore, to motivates intention of Gen Y customers to revisit and repurchase with the same online shopping platform, flow experience of shopping platform, service assistance, and quality of product and services are mostly vital and should be emphasized by e-retailers, management and developers of online shopping platform.

Recommendation

From the research results, all factors studied significantly influences Gen Y's repurchase intention on online shopping platform, especially enjoyment, customer satisfaction, and perceived value. Therefore, the researcher would like to recommend management and developers of online shopping platform as the following.

Management and developers of online shopping platform should create a visually appealing and engaging interface to enhance positive enjoyable and flow experience while using, which would later lead to repeat visits and purchase intention. Also, the platform's functionality should be ease of use, simple, and promptly responsive, so that customers can easily browse product, ask for assistance, make purchase and payment transaction successfully. With the accomplished purchase transaction, customers would be satisfied and perceived online shopping platform as useful and dependable.

Furthermore, as credibility of online transaction is mandatory, trust in online shopping platform should be foster as it influences directly and indirectly on repurchase intention of Gen Y customers. Therefore, responsiveness of e-retailers and online shopping platform should be well ensured by offering variety of channels for consumers to express feedback and report issues. Issues should be followed through to timely resolved the issues and avoid or reduce mistrust.

On the policy of online shopping platform, the management should predefine standards and quality of product or services to be offered by e-retailers. This is to ensure that products and services offer through the online shopping platform are genuine, beneficial, and worth the price to be paid for. With qualified products and services offered, and ease of use platform, customers would perceive online shopping platform as valuable and increase their tendency to repurchase.

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